

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6098
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Coet: 8810	Campaign Ref: E:120703016
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /924930	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06217504
Est./PO Number: 06217504	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: McCrory 4 NC Gov	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Selee Product Details	Rate	Spot Type	09/24	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	1	1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	1	1	225
3	M-F 8a CBS This Morning ...F..	110	30 Comme	1	1	110
4	M-F 9a Dr Phil ...F..	150	30 Comme	1	1	150
5	Fri 9p ET / 8p CT Made In Jersey ...F..	900	30 Comme	1	1	900
6	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	1	1	170
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 8610	Campaign Ref: E.120703016
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /924930	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06217504
Est./PO Number: 06217504	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
8	M-F 4-5p Judge Judy M.....	225	30 Comme	1	1	225
9	M-F 8a CBS This Morning M.....	110	30 Comme	1	1	110
10	M-F 9a Dr Phil M.....	150	30 Comme	1	1	150
11	Sat 10p ET / 9p CT 48 HoursS.	600	30 Comme	1	1	600
12	Sat 7p Access HollywoodS.	400	30 Comme	1	1	400
13	Sat 8-9pS.	400	30 Comme	1	1	400
14	Sat 9-10pS.	400	30 Comme	1	1	400
15	Sun 1030a ET / 930a CT Face The NationS	275	30 Comme	1	1	275
16	M-F 1135p ET / 1035p CT Late Show ...T...	170	30 Comme	1	1	170
17	M-F 3p ET / 2p CT Let's Make A Deal ..T...	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 8810	Campaign Ref: E:120703016
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /924930	Salee Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06217504
Est./PO Number: 06217504	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Salee Product Details	Rate	Spot Type	09/24	Total	Cost
18	M-F 4-5p Judge Judy ...T....	225	30 Comme	1	1	225
19	M-F 8a CBS This Morning ...T....	110	30 Comme	1	1	110
20	M-F 9a Dr Phil ...T....	150	30 Comme	1	1	150
21	Tue 10p ET / 9p CT Vegas ..T....	1200	30 Comme	1	1	1200
22	M-F 1135p ET / 1035p CT Late Show ..T....	170	30 Comme	1	1	170
23	M-F 3p ET / 2p CT Let's Make A Deal ..T....	150	30 Comme	1	1	150
24	M-F 4-5p Judge Judy ..T....	225	30 Comme	1	1	225
25	M-F 8a CBS This Morning ..T....	110	30 Comme	1	1	110
26	M-F 9a Dr Phil ..T....	150	30 Comme	1	1	150
27	Wed 10p ET / 9p CT CSI ...W....	1200	30 Comme	1	1	1200
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 8810	Campaign Ref: E:120703016
Buyer: ..	Client/Product/Estimate: MCCRO /ORDR /924930	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06217504
Est./PO Number: 06217504	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
28	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	1	1	150
29	M-F 4-5p Judge Judy ..W....	225	30 Comme	1	1	225
30	M-F 8a CBS This Morning ..W....	110	30 Comme	1	1	110
31	M-F 9a Dr Phil ..W....	150	30 Comme	1	1	150
32	Sat 7p NewsS.	150	30 Comme	1	1	150
Weekly Totals:		Total Spots(Ord Spots)		31	31	
		Closed PR		1	1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Maksgood Line(s) (Dates)	Maksgood Ref	Campaign Ref
12	Sat 7p Access Hollywood	:30 Commercial	09/24/12	Closed Pre Emption	150.00	32 (09/29)	0000169846	

Grand Totals				Month 9 Weeks: 5				
				09/24				
Totals				Spots	31			31
				Cost	8810			8810

Grand Totals:

Spots:	
	31
Gross Total:	8,810.00
Commission:	1,321.50
Net Total:	7,488.50

AGENCY: SMART MEDIA GROUP BUYER: MICHELE BROOKS
ADVERTISER: POLI/P MCCRORY/R/GOV ESTIMATE#: 924930
PRODUCT: MCCRORY 4 NC GOV SEP24/12- SEP30/12 (WKS-1)
CONTRACT TOTAL \$8,810.00
TOTAL SPOTS

STATION MAKEGOOD OFFERS:
M2 UNRESL BUY#12 MISSED: SAT/700P-730P SEP29 30S \$150.00 (AUG3/12)
OFFER: SAT/700P-730P SEP29 30S \$150.00 PLS ADVISE.
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV